

ORDER



Orders
Order / Rev: 718410
Alt Order #: 06353250
Product Desc: PAULSEN FOR CONGRESS
Estimate: PAULSEN FOR CONGRESS
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 43065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: PAULSEN/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	63	\$53,375.00	\$45,368.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	63	\$53,375.00	\$45,368.75	0.00
Totals	63	\$53,375.00	\$45,368.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	11/01/12	11/05/12	NBC Nightly News NBC Nightly News	CM	530-6P	1--1--1	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
Week:		11/01/12	11/07/12	1--1--1	3				\$2,250.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KARE	11/01/12-11/07/12		NBC Nightly News		530-6P	M--Th---Su	:30		(\$2,250.00)		0.00	NM		
See MG 1.4 [na]															
4	KARE	10/31/12-10/31/12		NBC Nightly News		530-6P	--W-----	:30		\$2,250.00		0.00	NM		
Ⓜ MG for 1.3 11/01															
2	KARE	10/31/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	11111--	5				\$250.00	0.00					
3	KARE	10/31/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	11111--	5				\$850.00	0.00					
4	KARE	10/31/12	11/06/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
Week:		10/31/12	11/06/12	11111--	5				\$800.00	0.00					
N 5	KARE	10/31/12	11/06/12	M-F 9-10a TODAY	CM	9-10a	21111--	:30	6	\$175.00	P-2	0.00	NM	6	\$1,050.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2X MAX/DAY: TU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	21111--					6	\$175.00		0.00			
6	KARE	10/31/12	11/06/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	11111--					5	\$125.00		0.00			
7	KARE	10/31/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	1-111--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--					4	\$250.00		0.00			
8	KARE	10/31/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	1-111--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--					4	\$600.00		0.00			
9	KARE	10/31/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	1-111--	:30	4	\$1,450.00	P-2	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--					4	\$1,450.00		0.00			
10	KARE	10/31/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	1-111--	:30	4	\$1,450.00	P-2	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--					4	\$1,450.00		0.00			
11	KARE	10/31/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	1-111--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--					4	\$1,200.00		0.00			
12	KARE	10/31/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	1-111--	:30	4	\$2,475.00	P-2	0.00	NM	4	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	1-111--					4	\$2,475.00		0.00			
13	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$200.00		0.00			
14	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
15	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
16	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$700.00		0.00			
17	KARE	11/03/12	11/03/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$450.00		0.00			
18	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$2,000.00		0.00			
19	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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19	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	2	\$250.00	P-2	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		2		\$250.00		0.00				
20	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1		\$700.00		0.00				
Totals													63	\$53,375.00